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## PROVISIONAL APPLICATION FOR PATENT COVER SHEET

This is a request for filing a PROVISIONAL APPLICATION FOR PATENT under 37 CFR 1.53(c).

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60/510075

100903

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Additional inventors are being named on the _____ separately numbered sheets attached hereto		
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ENCLOSED APPLICATION PARTS (check all that apply)		
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<input type="checkbox"/> The Director is hereby authorized to charge filing fees or credit any overpayment to Deposit Account Number: _____		
<input type="checkbox"/> Payment by credit card. Form PTO-2038 is attached.		
The invention was made by an agency of the United States Government or under a contract with an agency of the United States Government.		
<input checked="" type="checkbox"/> No.		
<input type="checkbox"/> Yes, the name of the U.S. Government agency and the Government contract number are: _____		

Respectfully submitted

SIGNATURE 

[Page 1 of 2]

Date 10/07/03

TYPED or PRINTED NAME Warren E. Roh

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(if appropriate)

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Docket Number. \_\_\_\_\_

 The PTO did not receive the following  
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 Data Sheet

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**Additional Page**

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Docket Number

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Number 2 of 2

WARNING: Information on this form may become public. Credit card information should not be included on this form. Provide credit card information and authorization on PTO-2038.

## **Provisional Patent Application**

Title: Universal Card

Inventors: Roh, Warren E., Koepsell, F. Scott, Nathanson, Scott M.

### Field of the Invention

The present invention relates to a business, advertising, banking, credit, hotel key, or gift card, that performs additional functions. More specifically it relates to a card like device that consists of two portions. The first portion serves to convey a message, facilitate transactions, facilitate banking, open a hotel room door, or act as an electronic gift card, while the second portion is designed to carry gadgets. A gadget being defined as anything normally carried in one's hand, in a belt mounted holster, lanyard etc. When carried as a card, both portions may be folded together. When used as a gadget carrier, the two portions are separated: the message portion of the card is removably attachable to a belt, waistband, other article of clothing, backpack, bicycle bag, golf bag and the like; and the carrier portion is designed to allow the user to attach a gadget. The gadget may possess the trait of having the right physical dimensions to fit into and be captivated by the carrier portion. A gadget may also be fitted with an adapter that allows the gadget to be captivated by the carrier portion.

### Background of the Invention

With the widespread dissemination around the world of business cards, banking cards, credit cards, gift cards, and credit card style hotel room keys that contain information or perform a function comes the problem of these cards being unremarkably similar. For

example, the aforementioned cards typically display printed text, graphics, and logos on paper or plastic stock. For example, when business cards are exchanged, uniqueness is key to their individual recognition, remembrance, and retention by the receiving party. For many years, card manufacturers have tried to produce a card that would have some sort of functionality that would set their cards apart. Current examples of card innovation include cards featuring bright colors, embossed text in metals and plastics, recorded voice, small compact disc digital media, magnetic strips, optical bar codes, and cards that transform into golf tees.

Business cards, a typical example of the above listed cards, will serve as an example for the following discussion. Business cards are often exchanged at events where large numbers of potential customers and business contacts are assembled. These events include sporting events, trade shows, charity events, and company sponsored picnics, just to name a few. At these types of events, it is often necessary to provide participants with hydrating refreshments such as flavored beverages and water. Hydrating refreshments are often provided in disposable containers such as aluminum cans or plastic bottles. If participants were given a business universal card that was also a device that carried their refreshment, while also providing business, advertising, and contact information; that device is most likely going to be retained and reused time-after-time. Therefore, each time the universal card is used, the universal card's supplier is noticed and remembered.

With creating a unique and different universal card in mind, and understanding that various carriers have been developed that did not perform this double function directly, there was seen a need for a combination universal card and gadget carrier that would be memorable to the receiving party, light in weight, extremely novel, and inexpensive enough to be manufactured and given out freely. Universal cards that offer this combination of card and carrier features could be sold or given away as promotional products by the producers of products that would normally be carried by hand.

#### Summary of the Invention

The present invention is directed at a business card, banking card, credit card, gift card, and hotel room key that is also a gadget carrier. When used as a card, the display and carrier portions may be folded flat against each other resembling a standard, although slightly thicker business or credit card. When used as a gadget carrier, the information display portion still facilitates business transactions or advertising, while the gadget carrier portion becomes a retainer for attaching a gadget to a person or object, allowing the gadget to be carried hands free.

According to the invention, there is provided a suitably sized, substantially uninterrupted information and display portion for displaying advertising and business information. The information and display portion is connected by a hinge to the gadget holder portion. The hinge allows the two portions to be folded flat against each other for presentation or storage. The gadget carrier portion is intended to provide for easy insertion, captive attachment, and easy removal of the gadget itself or a gadget adapted to be captively attached. When the two portions are folded together, a latch, integral to the information and display portion, communicates with the gadget carrier portion and prevents the information and display portion and gadget carrier portion from separating until being acted upon by the user. When used as a gadget carrier, the information and display and gadget carrier portions are unlatched and unfolded around a hinge. The universal card is then transformed into a functional gadget carrier. When transformed into a gadget carrier, the information and display portion of the universal card acts to attach the gadget carrier to a person or object by being inserted behind or attached to a belt, waistband, strap, or other suitable article or object. When placed behind a belt or strap, the integral latch on the display portion may act to provide additional retention, keeping the carrier in place when needed. With the display portion behind a belt or strap, the gadget carrier portion is then extended laterally away from the attachment and display portion to accept and captivate a gadget. The gadget carrier portion contains an appropriately shaped opening extending and narrowing away from its hinge that is sized to allow for easy insertion of a gadget or a

gadget fitted with a properly shaped and dimensioned adapter. In this preferred embodiment, the gadget carrier portion is also fitted with a second hinge point near its distal end where the opening narrows, which acts to closely hold the gadget or gadget adapter. Captivation of the gadget is achieved by gravity acting on the gadget's mass. When a gadget carrier is worn on a belt, the gadget is inserted into the gadget carrier portion at the wide end of the opening, moved to the narrow end of the opening, and released. Gravity causes the gadget to pull down on the gadget carrier portion causing the gadget carrier to flex downward around its first hinge point. Beyond the second hinge point, the distal, narrow opening hinged portion containing the gadget or gadget adapter then moves to a vertical or horizontal position around its hinge point. The movement of the distal portion to a vertical or horizontal position when the gadget is released to gravity depends upon whether the gadget mounts parallel with or perpendicular to the carrier. When a gadget is mounted in the carrier portion, an angular relationship exists between the hinged wide opening end and the distally hinged narrow opening end, thus retaining the gadget. The slope of the upper wide opening end relative to the slope of the lower narrow opening end communicate to captivate the gadget or its adapter. To remove the gadget, the user grasps the gadget and moves it up toward the wide end of the opening and removes the gadget or gadget adapter by a downward or upward motion; again, depending upon whether the gadget mounts parallel or perpendicular with respect to the gadget holder.

According to another aspect of the invention, there is provided a suitably sized, substantially uninterrupted information and display portion for displaying advertising business information connected by a hinge to the gadget holder portion and incorporates a latching feature integral to the carrier portion.

According to yet another aspect of the invention, there is provided a suitably sized, substantially uninterrupted information and display portion for displaying advertising business information connected by a hinge to a gadget holder portion and does not incorporate a latching feature on either portion.

According to still another aspect of the invention, there is provided a suitably sized, substantially uninterrupted information and display portion for displaying advertising business information incorporating a slotted side opening to allow the insertion and removal of an object such as a card(s). The side slotted display portion may or may not incorporate an integral latching feature to hold the two portions together when not in use as a gadget carrier.

According to still yet another aspect of the invention, there is provided a suitably sized, substantially uninterrupted information and display portion for displaying advertising business information incorporating a slotted end to allow the insertion and removal of an objects such as a card(s). The end slotted display portion may or may not incorporate an integral latching feature to hold the two portions together when not in use as a gadget carrier.

According to a yet one more aspect of the invention, there is provided a suitably sized, substantially uninterrupted information and display portion for displaying advertising business information incorporating a storage area in the display portion used to store cards, keys, or other relatively flat objects. The display portion may or may not incorporate an integral latching feature to hold the two portions together when not in use as a gadget carrier.

The advantages of such an apparatus are a universal card that also functions as a gadget carrier that is small, light, easily used, easy and convenient to carry when not in use, and inexpensive to manufacture. It may be distributed in large numbers, requiring little storage space, and minimal expenditure. It adapts readily to various methods of attachment when used as a carrier. An additional benefit is that when used as a carrier it is size relatively independent of the size of the gadgets carried.

The above and other features and advantages of the present invention will become more clear from the detailed description of a specific illustrative embodiment thereof, presented below in conjunction with the accompanying drawings.

### Brief Description of the Drawings

Figure 1 provides an illustration of a top view of the information and display portion and gadget carrier portion of the preferred embodiment closed for storage or presentation as a card.

Figure 2 provides an illustration of a side view of Figure 1.

Figure 3 provides an illustration of a bottom view of Figure 1.

Figure 4 provides an illustration of a top view of the information and display and gadget carrier portions of the preferred embodiment opened, illustrating its hinge point and its optional second hinge point and the two hinge's relative relationship to the wide and narrow openings.

Figure 5 provides an illustration of a side view of Figure 4.

Figure 6 provides an illustration of a bottom view of Figure 4.

Figure 7 provides an illustration of a side view of the latching area of Figure 3.

Figure 8 provides an illustration of an expanded side view of Figure 7.

Figure 9 provides an illustration of an expanded side view of Figure 8 with the interference fit latch opened.

Figure 10 provides a perspective view illustration of a one piece gadget mounting adapter designed for mechanical mounting to a gadget.

Figure 11 provides a perspective view illustration of a gadget mounting adapter of a different shape.

Figure 12 provides a perspective view illustration of a gadget mounting adapter utilizing a slot for communication with a strap or tie to facilitate the adapter's mounting to a gadget.

Figure 13 provides an illustration of the top view of an open universal card illustrating a gadget or gadget adapter's approximate relative size compared to the wide opening of the carrier portion.

Figure 14 provides an illustration of the top view of an open universal card illustrating a gadget or gadget adapter's approximate relative size compared to the narrow opening of the carrier portion.

Figure 15A provides an illustration of yet another shape of gadget adapter.

Figure 15B provides an illustration of Figure 15A communicating with a different shaped wide opening 28A and narrow opening 28B communicating with adapter 44.

Figure 16 provides a perspective view illustration of the display portion installed behind a belt, waistband, or strap with the carrier portion oriented to hold a gadget inserted from the top side of the carrier portion.

Figure 17 provides a perspective illustration of an insulated sleeve containing a beverage can that was adapted to be carried by the invention. Figure 17 also illustrates the movement required to install the adapted sleeve into the carrier portion of the universal carrier.

Figure 18 provides an illustration of a side view of the sleeve and can mounted on the carrier portion of the universal card.

Figure 19 provides an illustration of an expanded side view of a portion of Figure 18.

Figure 20 provides a perspective illustration of the universal card mounted behind a belt attached to a human torso that is holding an insulating sleeve and a can.

Figure 21 provides a perspective view illustration of the display installed behind a belt, waistband, or strap with the carrier portion oriented to hold a gadget inserted from the bottom side of the carrier portion.

Figure 22 provides a perspective illustration of a hammer that was adapted to be carried by the invention. Figure 22 also illustrates the movement required to install the adapted hammer into the carrier portion of the universal card.

Figure 23 provides an illustration of a side view of the hammer mounted on the carrier portion of the universal card.

Figure 24 provides an illustration of an expanded side view of a portion of Figure 23.

Figure 25 provides a perspective illustration of the universal carrier mounted behind a belt attached to a human torso.

Figure 26 provides an illustration of a top view of the information and display portion of an alternative embodiment closer for use as a universal card.

Figure 27 provides an illustration of a side view of an alternative embodiment with the two portions closed together to form a universal card.

Figure 28 provides an illustration of a bottom view of the gadget carrier portion of an alternative embodiment when closed for use as a card.

Figure 29 provides an illustration of a top view of the information and display and gadget carrier portions of an alternative embodiment opened, illustrating its hinge point and its optional second hinge point and the two hinge's relative relationship to the wide and narrow openings..

Figure 30 provides an illustration of a side view of Figure 29.

Figure 31 provides an illustration of a bottom view of Figure 29.

Figure 32 provides a perspective illustration of an alternative embodiment closed and latched for storage or presentation as a card.

Figure 33 provides a perspective illustration of Figure 32 opened for use as a gadget carrier.

Figure 34 provides a perspective illustration of an alternative embodiment closed for storage or presentation as a card.

Figure 35 provides a perspective illustration of Figure 34 opened for use as a gadget carrier.

Figure 36 provides an illustration of a perspective view of Figure 35 holding a hammer with an adapter.

Figure 37 provides an illustration of a perspective view of a universal card that provides for insertion, storage, and removal of a separate credit card or other object.

Figure 38 provides an illustration of an exploded perspective view of Figure 37.

Figure 39 provides an illustration of a top view of Figure 38 with the stored card partially extended.

Figure 40 provides an illustration of a bottom view Figure 39.

Figure 41 provides an illustration of a top view of an alternative embodiment utilizing an end slot for credit or hotel room key card insertion, storage, and removal.

Figure 42 provides a bottom view of Figure 41.

Figure 43 provides a perspective illustration of an alternative embodiment where the display portion is also a container to hold a single or plurality of cards or objects. In this illustration the universal card and container is closed for storage or presentation as a card.

Figure 44 provides a perspective illustration of Figure 43 with the display and card container portion and gadget carrier portion opened for use as a gadget carrier.

#### Detailed Description of the Invention

The following discussion focuses on the preferred and several alternate embodiments of the universal card and gadget carrier invention. However, as will be recognized by those skilled in the art, the disclosed universal card that transforms into a gadget carrier is applicable to a wide variety of situations. All embodiments discussed hereafter are manufactured from material having sufficient rigidity to maintain the desired shape under the weight of a gadget sized to be carried easily by hand, in a holster, attached to a lanyard, etc.. It is desirable, but not required that the material used to manufacture the universal card and gadget carrier exhibits the characteristics of a living hinge; however, common pin and slot hinge technology may be employed.

#### Preferred Embodiment

The preferred embodiment is illustrated in Figures 1-9. Figures 1, 2, and 3 illustrate a universal card and gadget carrier invention 100 in its folded business card configuration. Figures 4, 5, and, 6 illustrate invention 100 with its information and display portion and its gadget carrier portion opened 180 degrees. Figure 7 illustrates a side view of the latching area of Figure 3. Figures 8 and 9 illustrate an enlargement of Figure 7 illustrating one form of an interference fit latch 32 and its operation. In Figures 1-6, universal card illustration and display portion 20 has two usable sides with which to display information, front side 20A and back side 20B. Figure 1 illustrates what universal card and gadget carrier 100 looks like in a closed configuration as it would be presented as a card only. Figure 2 illustrates a side view of Figure 1 and Figure 3 illustrates the reverse or bottom view of Figure 1. Figure 5 illustrates that gadget carrier portion 24 consists of a two hinged portion —24A connected by hinge 22A to information and display portion 20 and by hinge 22B that serves to hingedly join 24A to 24B. In Figures 4 and 6 it can be seen how hinge 22B separates the wide opening 28A of portion 24A from the distal, narrow opening 28B of portion 24B. Figure 7 illustrates how latch 32, which is integral to display portion 20, acts to captivate gadget carrier portion 24 when universal card 100 is closed. Figure 8 illustrates how latch 32 captivates gadget carrier portion 24B by causing an interference fit, male protuberance 36 latching into female depression 38. Referring to Figure 1, to open and separate display portion 20 from gadget carrier portion 24, the user grasps the two edges, the top and bottom edges of 100 with one hand and separates the two portions by applying pressure through finger slot 26 against the carrier portion end 24B with a finger of the opposite hand. When unlatched, as illustrated in Figure 9, the universal card is transformed into a functional gadget carrier. Although not shown as such in Figures 1-9, the male to female interference fit latch may extend around the entire inside edges of latch 32. In Figure 2, the terminating edge 34 of latch 32 acts to reduce the possibility of display portion 20 being inadvertently dislodged from a waistband or strap. Figure 16 illustrates how edge 34 can be positioned below belt or strap 86. When worn as

a gadget carrier as illustrated in Figure 20, it can be clearly seen how edge 34 would reduce the chance of the universal carrier from dislodging from behind belt 86 during the user's normal movement.

Figures 10-12, and 15A illustrate a variety of communicative gadget adapters that could be used on a variety of different gadgets allowing them to be carried by any embodiment of universal carrier 100 herein. Figure 10 illustrates an adapter 40 having two different diameter cylinders with a central bore to accept mechanical attachment fastener 42. As illustrated in Figure 13, when adapter 40 is inserted into wide opening 28A, the larger outside diameter of adapter 40 is smaller than the inside diameter of wide opening 28A, providing for an easy insertion fit. In Figure 14, adapter 40 is moved to narrow opening 28B, which is sized to closely accept the smaller diameter of adapter 40 which is hidden and shown as dashed, the larger diameter of adapter 40 can no longer be removed from 28B in the direction away from view. Figure 11 adapter 45 illustrates another shaped adapter that will communicate with carrier portion 24A and 24B. Figure 12, 46 offers another adapter alternative that can be attached to a gadget using strap or tie 48. Figure 13 illustrates the relative difference between wide opening 28A and the larger diameter cylinder of adapter 40. Substantial clearance allows easy insertion for adapter 40's large diameter cylindrical portion into opening 28A. Figure 14 illustrates that when adapter 40 is moved to narrow opening 28B the smaller diameter cylinder of adapter 40 presents a close tolerance fit to opening 28B. Therefore, adapter 40 is held captive. Figure 15A, 44 offers yet another shape of adapter. Figure 15B illustrates how when 44 is used with carrier portion 24A, hinge 22B, and 24B they communicate to provide a significant captivation due to the increased surface area baring on hinge 24A when the gadget is acted on by gravity. Figure 15B also illustrates a different shaped slot 28A than previous figures depict; this illustrates that any form of a wide opening 28A and narrow opening 28B that communicates with an appropriately shaped adapter which could be a hook, strap, carabiner, t-bar, etc. is considered in this inventive aspect of carrier portion 24.

Figure 16 illustrates a universal card 100 configured as a gadget carrier and illustrates how display portion 20 is inserted behind belt or strap 86 while carrier portion 24 hangs over 86. In Figure 16, it can be seen how hinge 22B separates 24A and 24B and the difference in angles will act to captivate a gadget or gadget adapted to be carried in opening 28B. Figures 17 through 20 illustrate how a gadget is carried and captivated by universal card 100 when the gadget or adapted gadget inserts from the top side of 24 or in a relationship that is orthogonal to the force of gravity. Figure 17 illustrates gadget 82, depicted as a soda can inserted into an insulating sleeve, being adapted by adapter 45 to fit into and be captivated by carrier portion 24B. As illustrated by the arrow in Figure 17, the adapter is first moved into wide opening 28A from the top side followed by a downward motion into narrow opening 28B. Also illustrated in Figure 17 is how the act of passing adapter 45 past hinge 22B aligns carrier portions 24A and 24B which allows adapter 45 easy passage from wide opening 28A to narrow opening 28B. Figure 18 illustrates how when 82 is released, gravity causes it to align itself as illustrated thus creating an angular captive condition between adapter 45 and carrier portion 24. In Figure 18 and its blowup area Figure 19 the larger diameter cylindrical portion of adapter 45 is held against the lower edge of narrow slot 28B by the downward force exerted by 24A. In Figure 19, adapter 45 cannot move past carrier hinge 28B unless 24A and lower 24B are axially aligned with one another, thus adapter 45 is captured against 24B as depicted. Figure 20 illustrates how universal card 100 appears when used as a belt supported carrier.

Figure 21 again illustrates universal card 100 configured as a gadget carrier and how display portion 20 can be inserted behind belt or strap 86 while carrier portion 24 hangs over 86. Figures 22 through 25 illustrate how a gadget, in these illustrations a hammer, is carried and captivated by universal card 100 when the adapted hammer inserts from the bottom of portion 24. Figure 22 illustrates hammer 84, adapted by adapter 40, and how hammer 84 is inserted. Hammer 84 and its adapter 40 are first moved into wide opening 28A from below followed by a sliding movement into narrow opening 28B. Also

illustrated in Figure 22 is how the act of passing adapter 40 past hinge 22B aligns carrier portions 24A and 24B to allow adapter 40 easy passage. Figure 23 illustrates how, when gadget 84 is released, gravity causes it to align itself as illustrated, thus creating an angular captive condition between adapter 40 and carrier portion 24A. Figure 24 shows that adapter 40 cannot move past hinge 22B to carrier portion 24A unless 24A and 24B are axially realigned with one another allowing adapter 40 to pass.

Figures 26 through 33 illustrate an alternate embodiment of universal card 100 whereby latching display portion 20 to carrier portion 24 is accomplished by interference fit latch 27. Latch 27 is integral to carrier portion 24, which is unlike Figure 2 of the preferred embodiment where the latch is integral to display portion 20. Keeping the display portion free of a latch or other protuberance allows it to be easily moved through the magnetic read heads of a magnetic strip card reader. Figure 31 illustrates a typical edge placement of a magnetic strip or optical code strip 62. It should be noted that strip 62 could be placed anywhere on any portion of the 20 or 24, the driving factor being the magnetic or optical reader architecture. This embodiment is best suited to a banking card or hotel room key card where the display portion contains a magnetic strip that must fit into a card reader. By moving latch 32 from the display portion 20, as illustrated in the preferred embodiment, to the carrier portion 24 in this alternate embodiment, display portion 20 is free from obstructions that would hinder its being passed through the heads of a magnetic or optical reader.

Figures 34 through 36 illustrate a simplified alternate embodiment of universal card 100 without Figure 2, hinge 22B and interference latch 32 and Figure 30, interference latch 27. Figure 34 illustrates 100 closed for presentation as a business type card. Figure 35 illustrates 100 opened for use as a gadget carrier. Figure 36 illustrates 100 with display portion 20 tucked behind belt or strap 86 and gadget carrier portion 24 holding a gadget, hammer 84, fitted with adapter 40 to communicate with carrier portion 24. As in Figures

22 through 25, hammer 84 is installed and held captive by the slope created in carrier portion 24 when gravity pulls down on the mass of hammer 84.

Figure 37 illustrates an alternative embodiment of universal card 100 employing an object holding section primarily designed to allow objects like credit card(s) to be held within and be easily accessible to be either completely or partially removable by the user. Slot 25 acts as an insertion path and removal path for internally carried card(s) or other objects, while brush block 70 serves to prevent the card(s) held within from falling out through the slot 25. Universal card 100 in this embodiment serves to display information as well as carry cards within it that perform similar or other functions. Figure 38 illustrates an exploded view of 100. As in previous embodiments, 20A acts as the primary information and display surface. Slotted box 21 is comprised of top 20C, sidewalls 20D, and box bottom 20E. A card 60 with coded bar 62 is illustrated in the universal card's card carrying location. Finger access slot 66 illustrates one way that cards could be removed from box 21. Box 21 is hingedly attached to gadget carrier portion 24. Construction of such a box is common practice and well known to those skilled in the art of plastic injection molding and forming; therefore, a detailed description is not provided. Figure 39 illustrates a top view of Figure 37, universal card 100 with card 60 partially protruding. Figure 40 illustrates a bottom view of Figure 39, illustrating finger access slot 66.

Figures 41 and 42 illustrate universal card 100 with a box similar to 21 with an end slot alternative, more suitable for a hotel room key card. Universal carrier 100 in Figures 41 and 42 is basically identical to 100 in Figures 37 through 40 with the exception of the end card insertion and removal option rather than side card insertion and removal.

Figures 43 and 44 illustrate a card or object holding box holder similar to those disclosed in Figures 37 through 42 with the exception that 100 in Figures 43 and 44 has a lid type box rather than a slotted box. Lid 20F retains primary display surface 20A and is opened and closed around third hinge 22C. Box lid 20F may or may not include a latching feature which could be similar to that illustrated in Figure 30, latch 27.

Clearly, the features of the preferred and various alternative embodiments can be combined as desired.

While the preferred form of the invention has been disclosed above, alternative methods of practicing the invention are readily apparent to the skilled practitioner. The above description of the preferred embodiment is intended to be illustrative only and is not intended to limit the scope of the invention.

What I claim is:

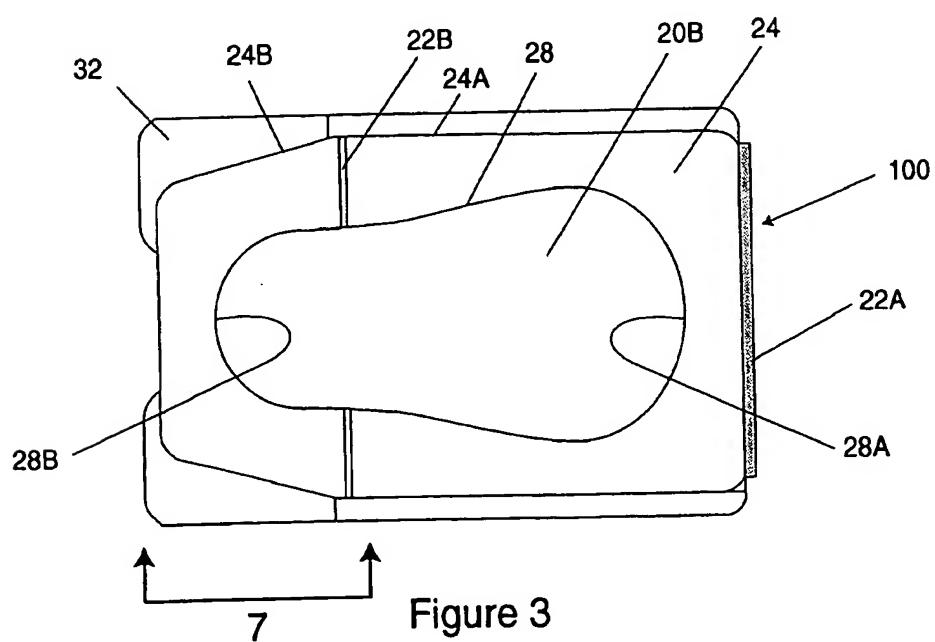
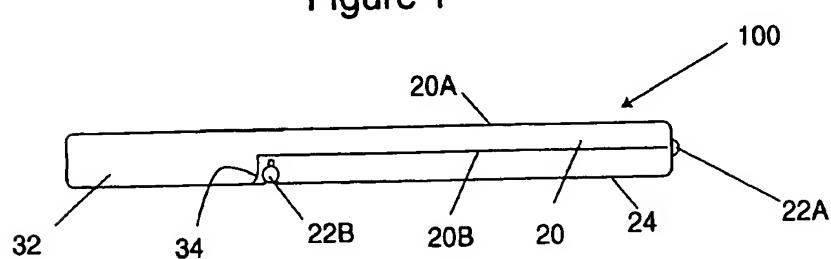
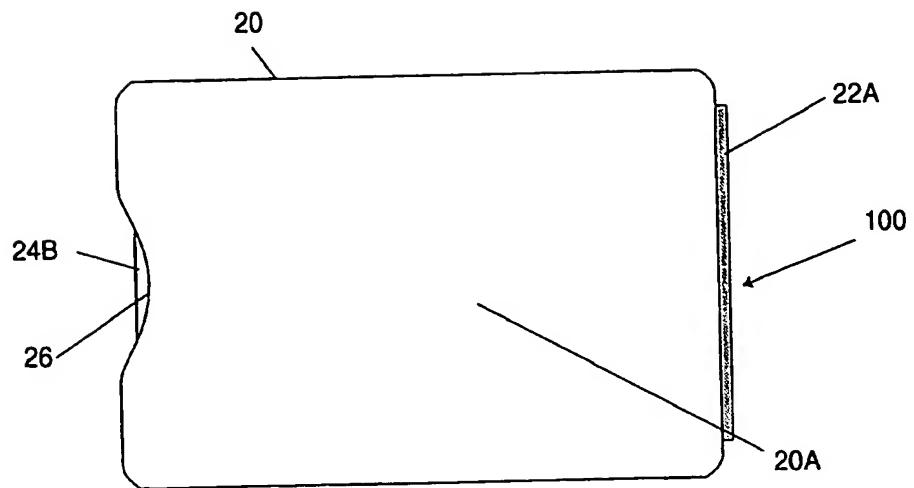
A substantially flat card like object that opens into connecting portions to also function as a carrier dimensioned to receive, capture, and carry a gadget or gadget fitted with a communicative adapter; said combination card and gadget carrier comprising:

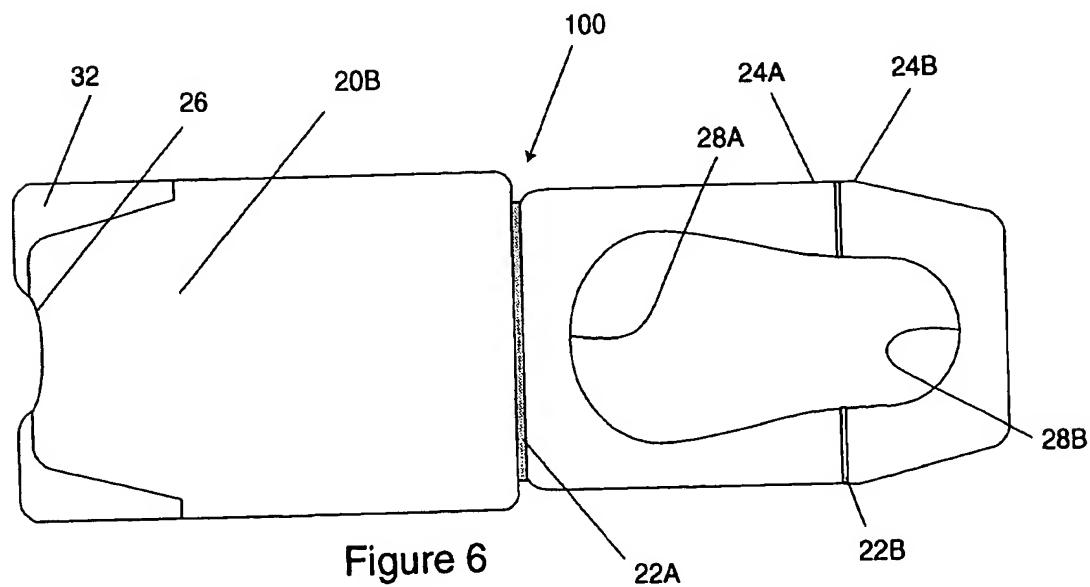
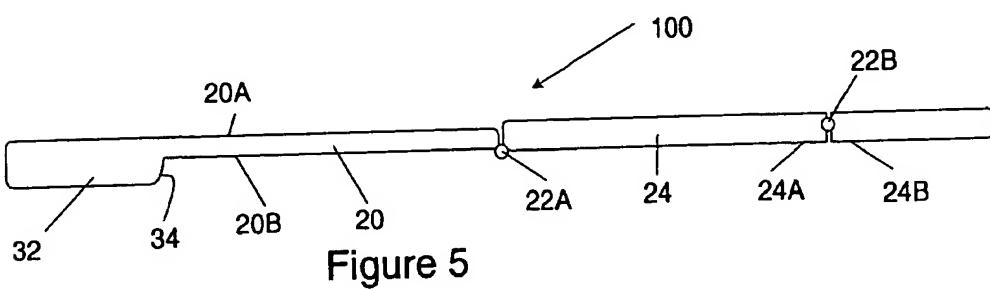
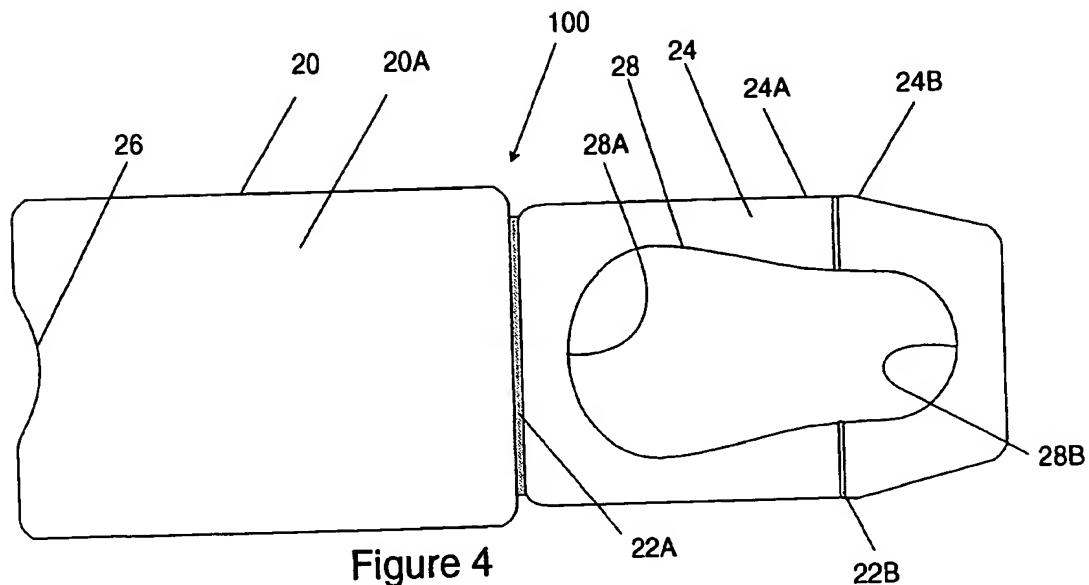
Two portions connected by at least one hinge:

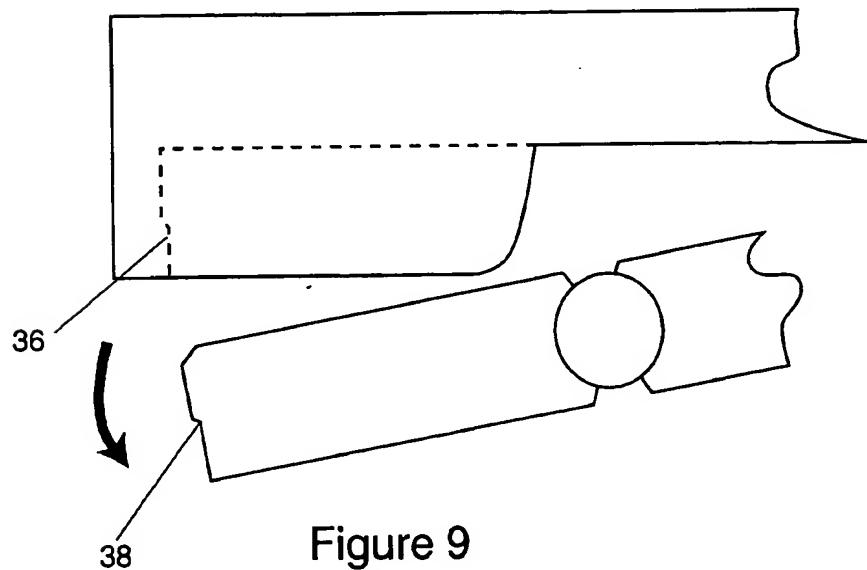
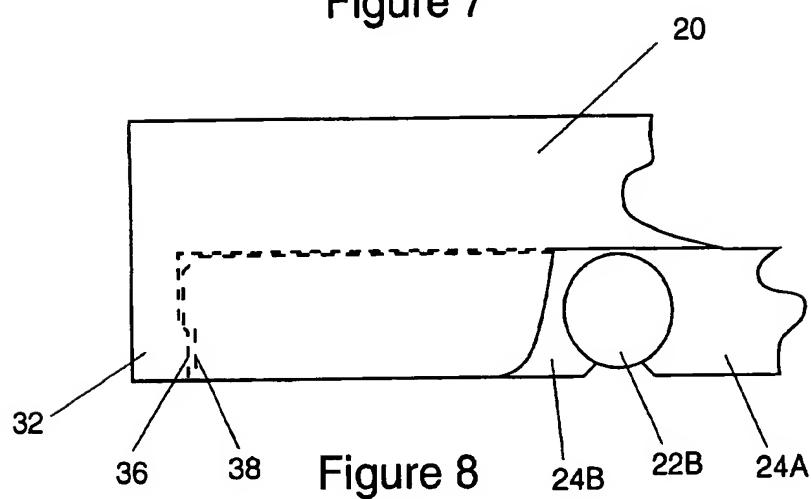
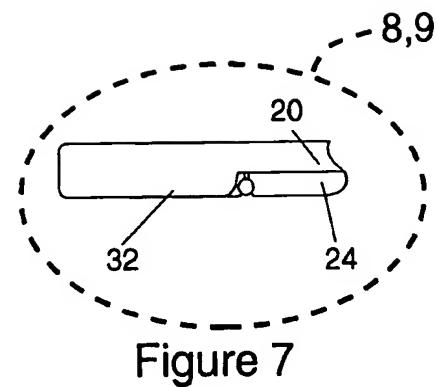
- (a) at least one portion containing a surface that can contain or display information; and
- (b) at least one portion defining a passage suitable for retaining objects.

### Abstract of the Disclosure

Herein is disclosed a business and advertising universal card that also functions as a gadget carrier. The universal card is comprised of two portions, an illustration and display portion and a hingedly attached gadget carrier portion. The gadget carrier portion having an opening at one end sized to allow easy insertion of an object and a second end sized to closely hold the object. When used as a card, the two portions are held essentially flat against each other. When used as a gadget carrier the two portions open around a hinge point or hinge points. When opened for use as a gadget carrier, the information display portion acts as a retainer to be inserted and held in place behind a belt, strap, or other suitable retention device, and the gadget carrier portion acts to captivate and hold a gadget or a gadget fitted with a gadget carrier communicating adapter.







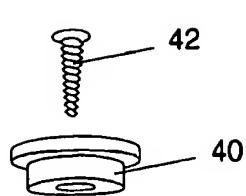


Figure 10

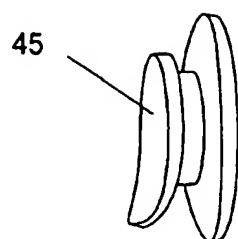


Figure 11

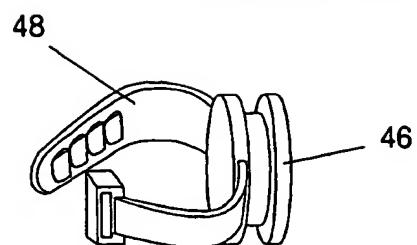


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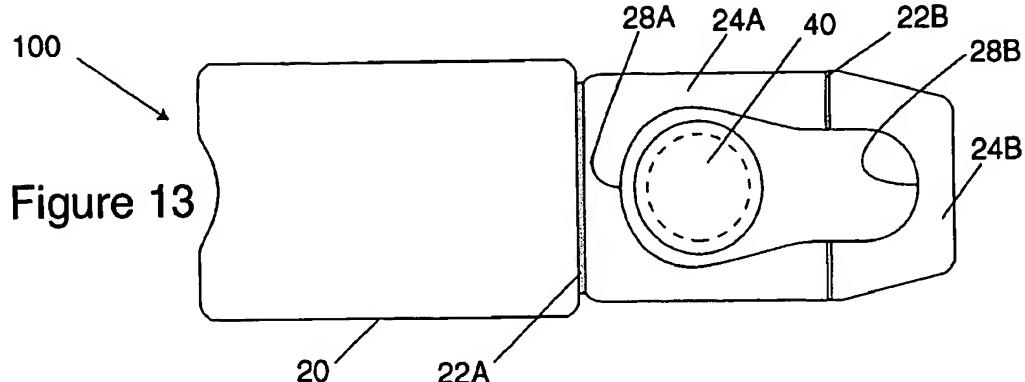


Figure 13

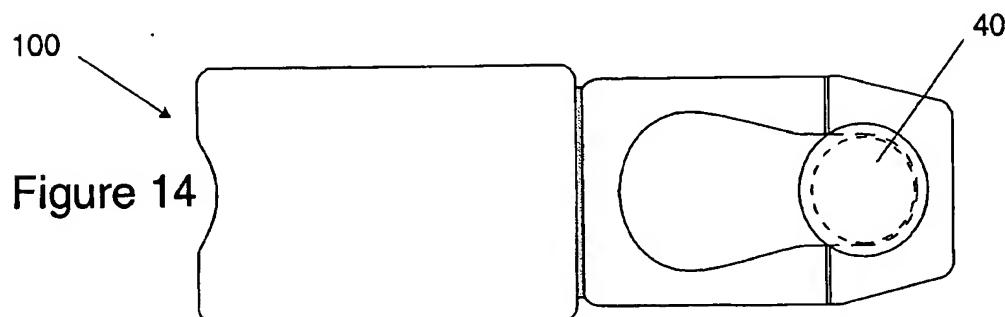


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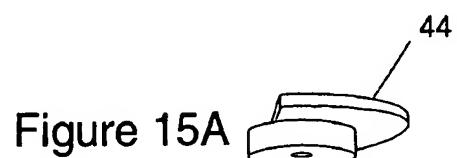


Figure 15A

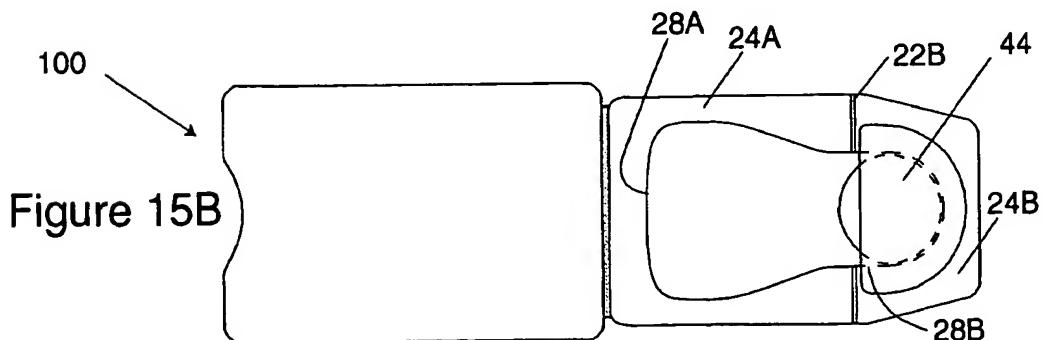


Figure 15B

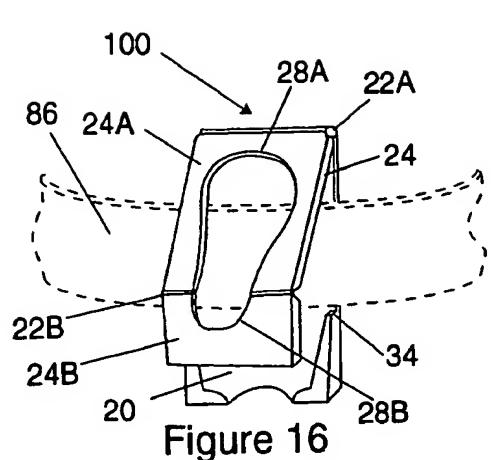


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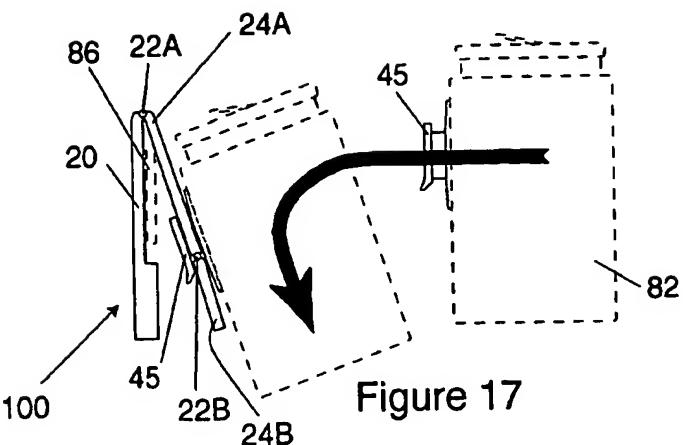


Figure 17

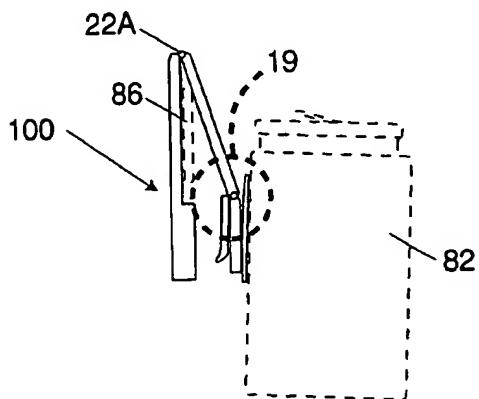


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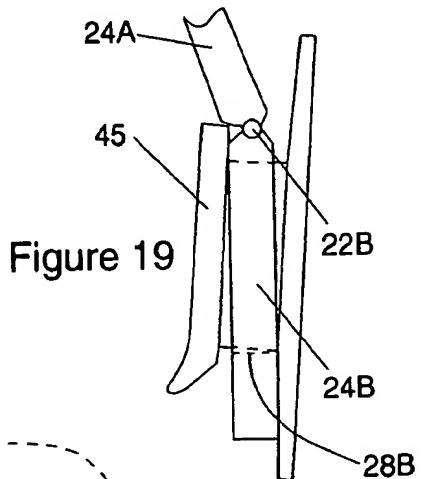


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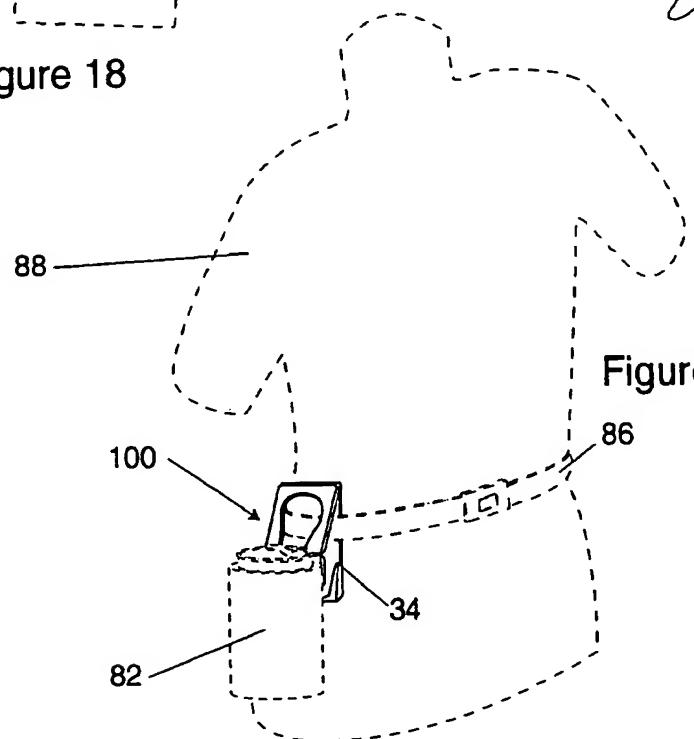


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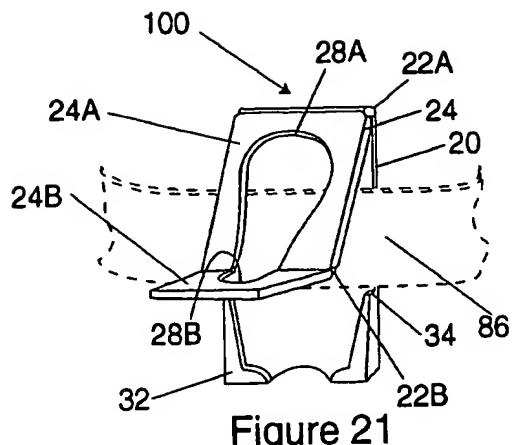


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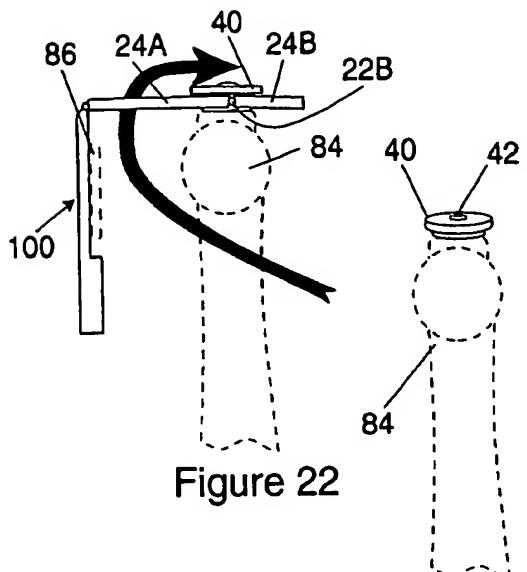


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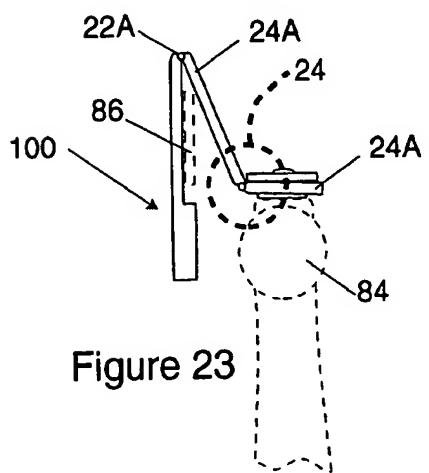


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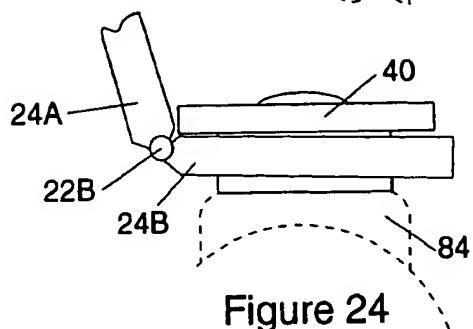


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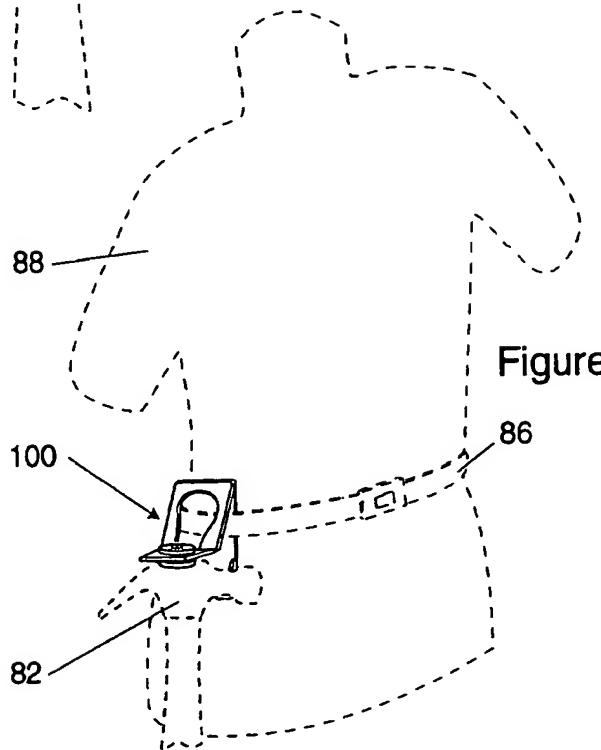
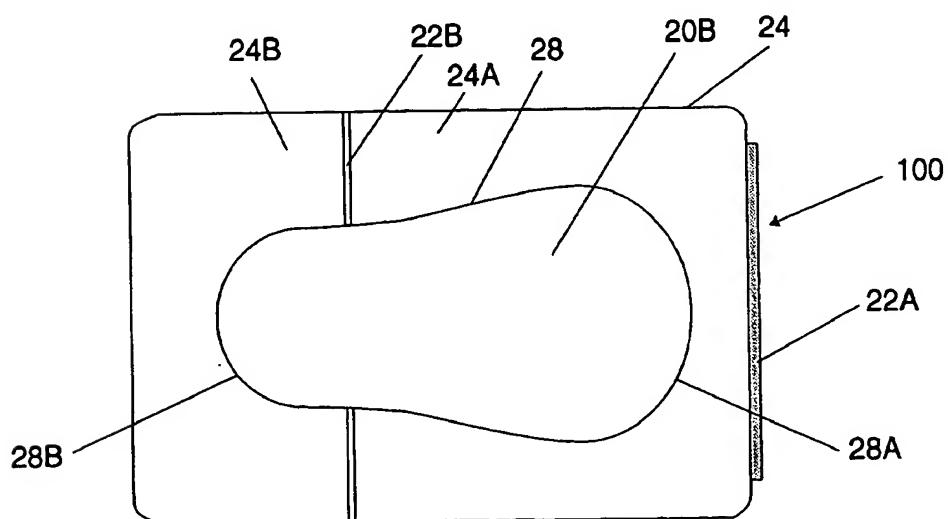
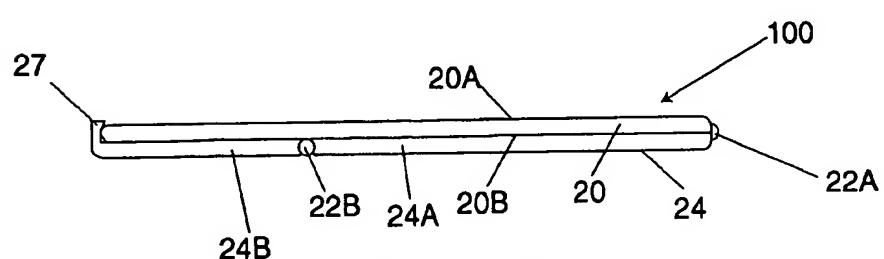
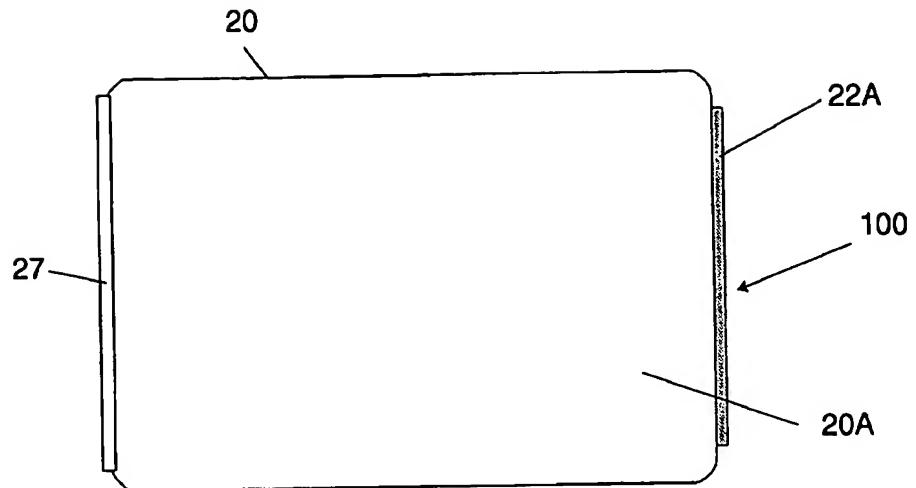
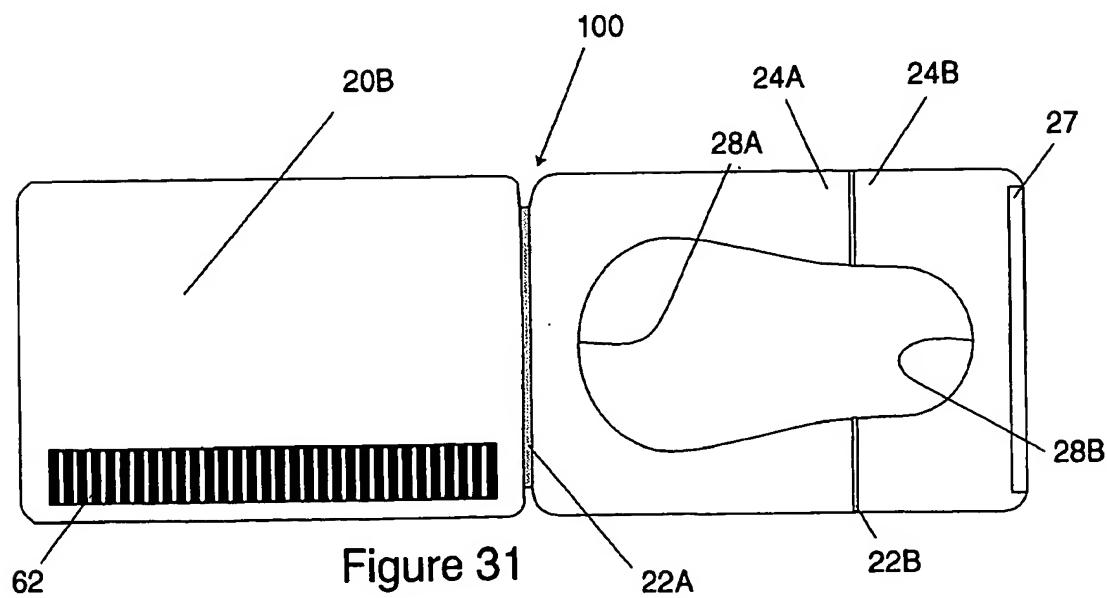
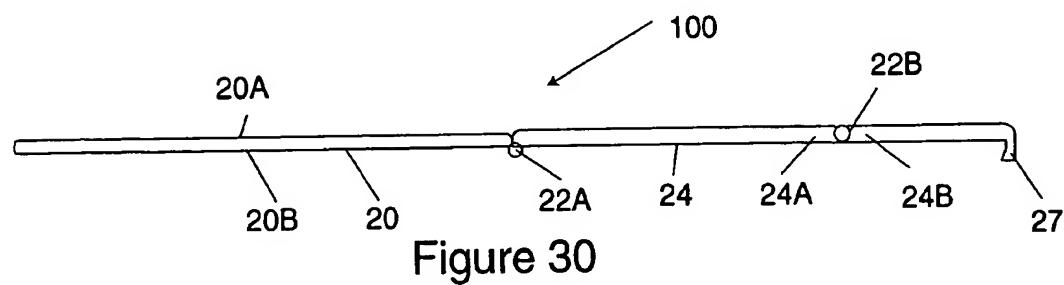
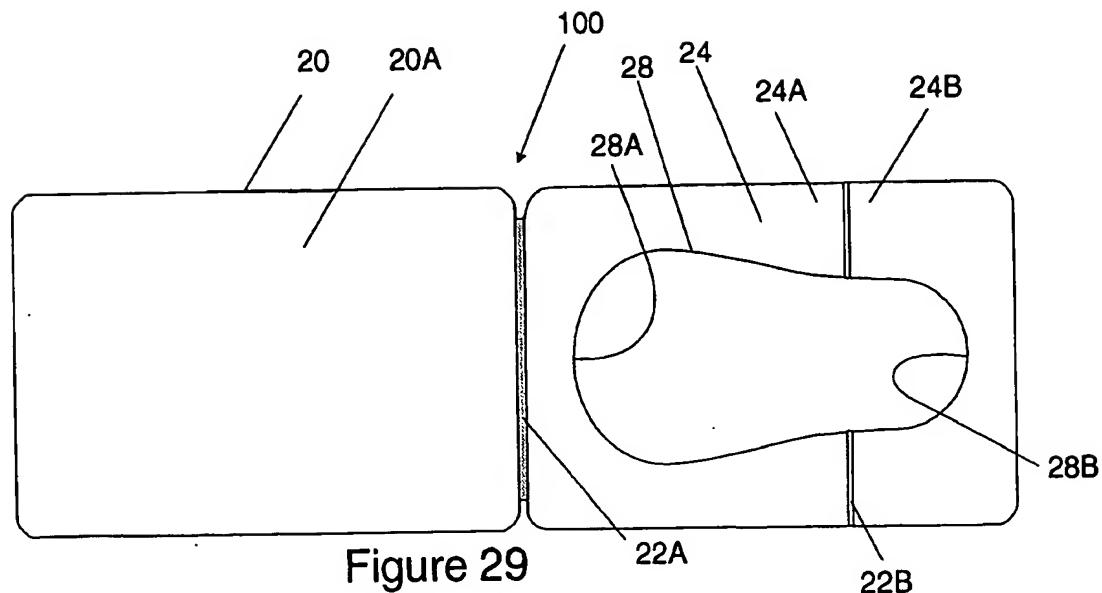


Figure 25





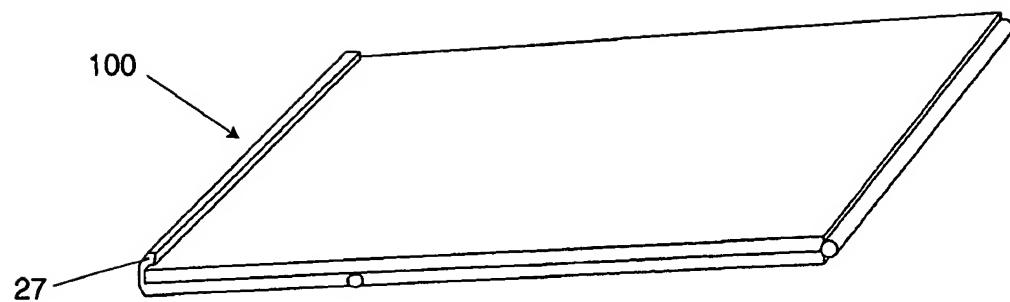


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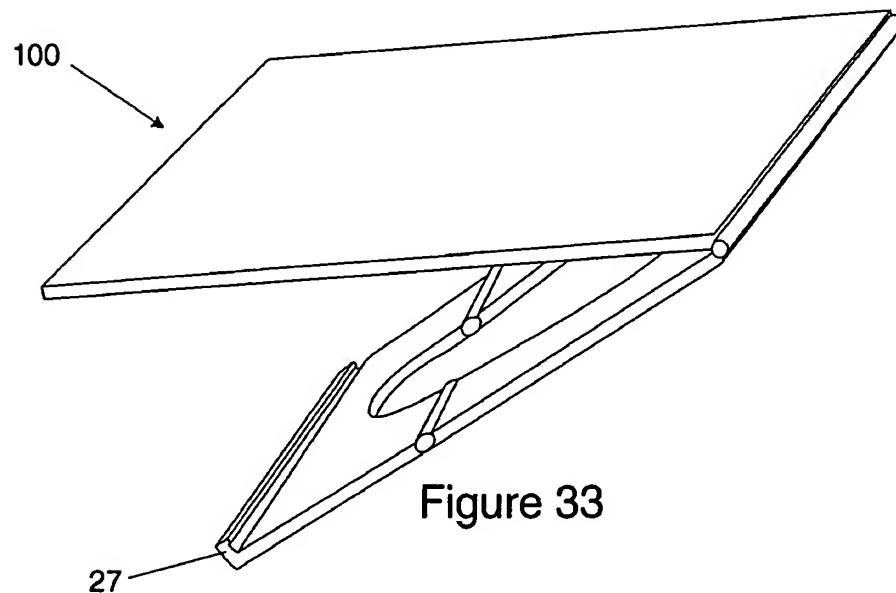
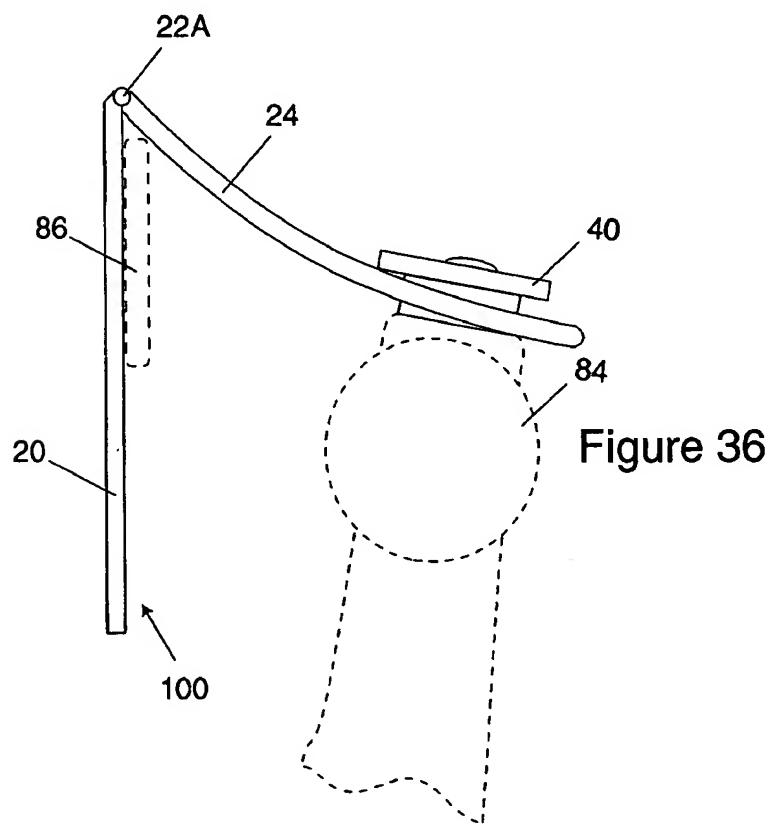
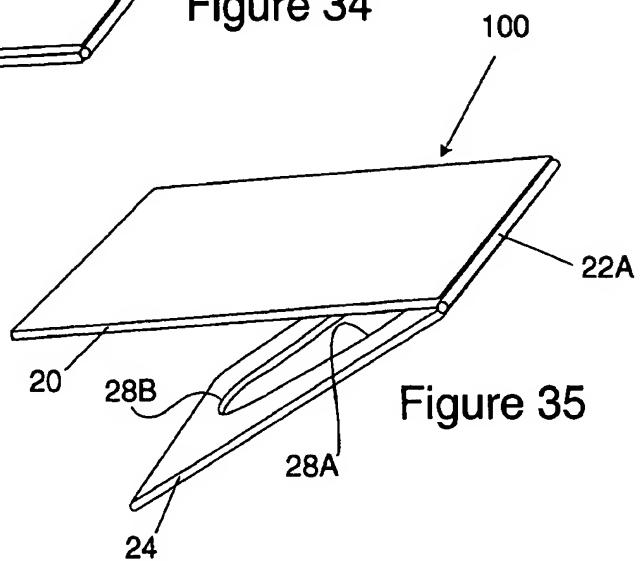
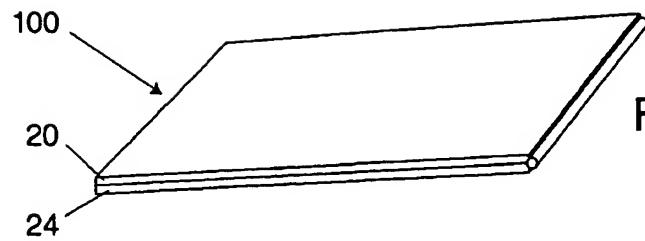


Figure 33



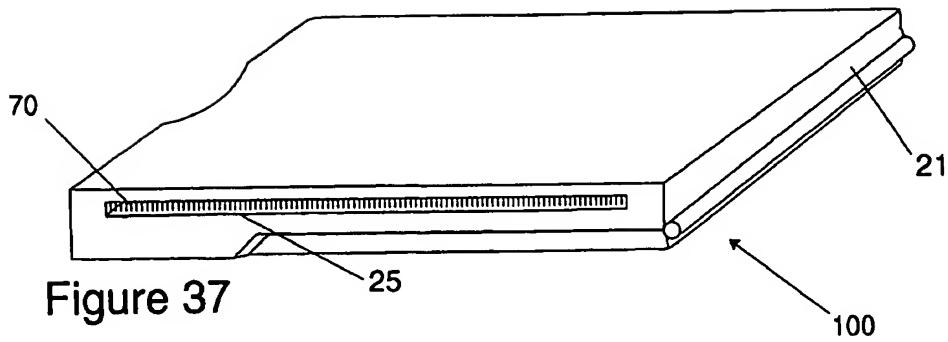


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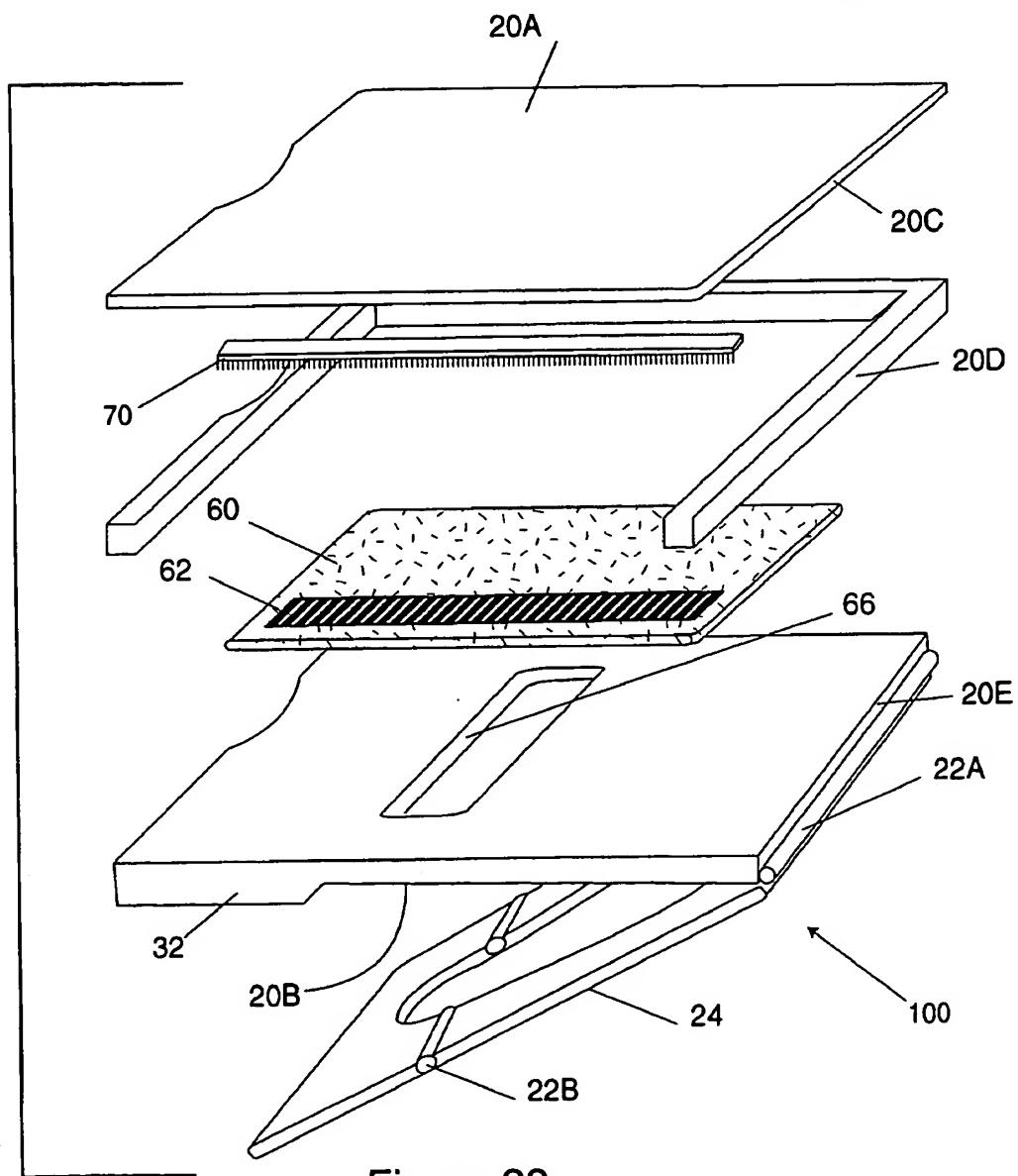


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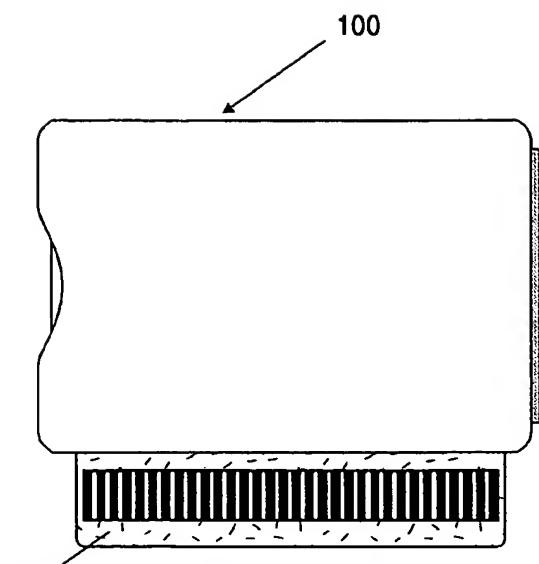


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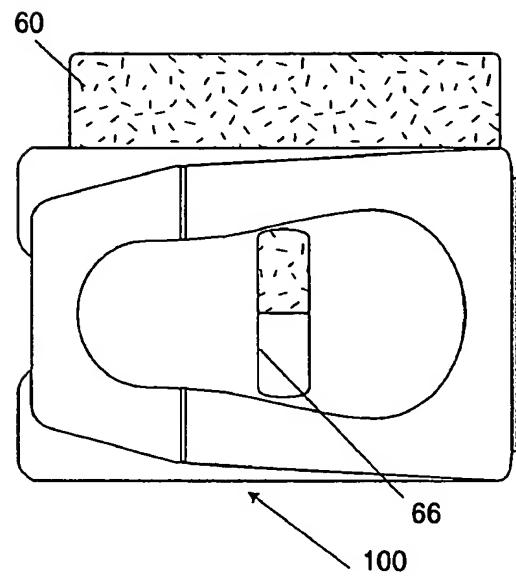


Figure 40

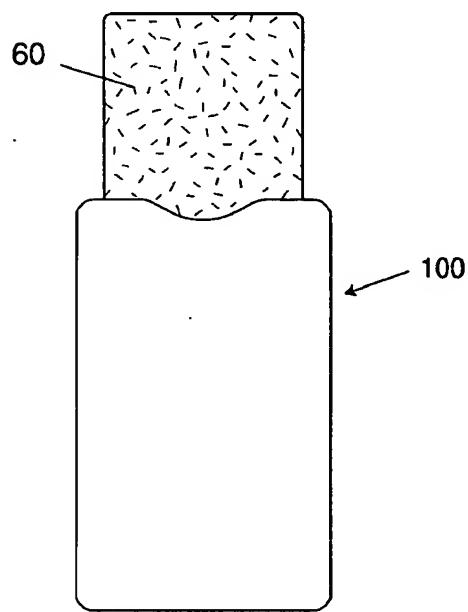


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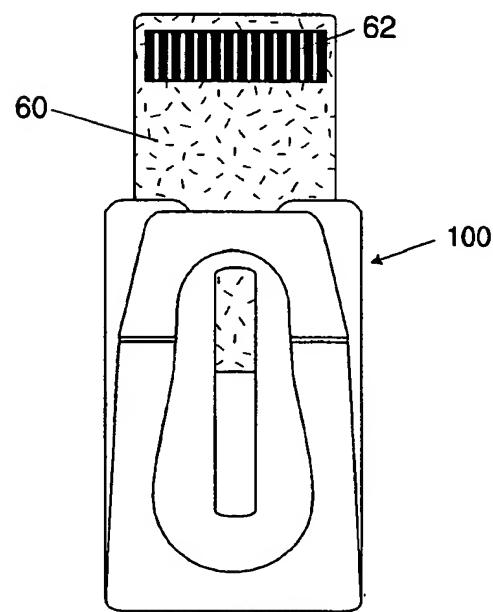


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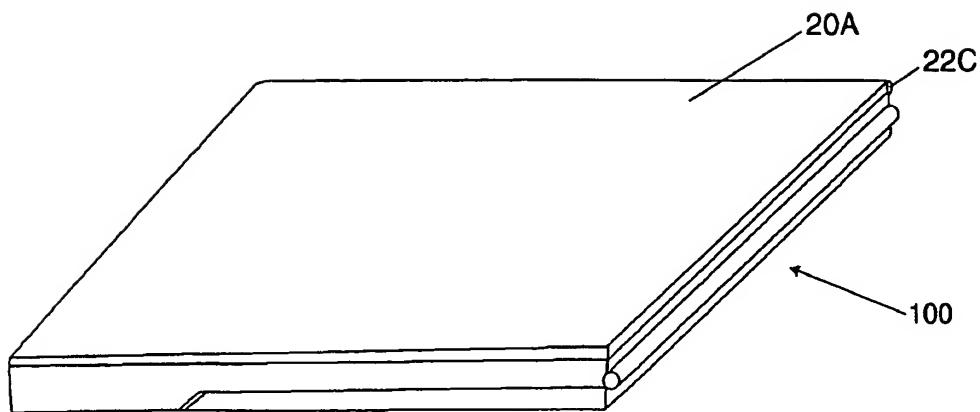


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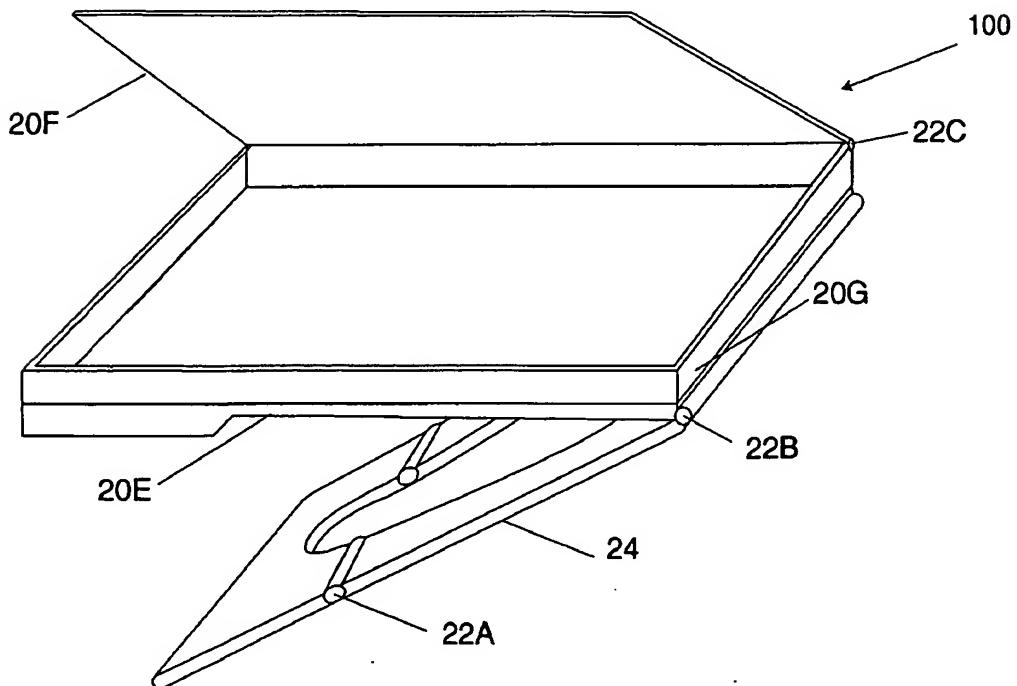


Figure 44

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